

**Name: Aditya K Iyer**

**Registration No.: 20BCI0084**

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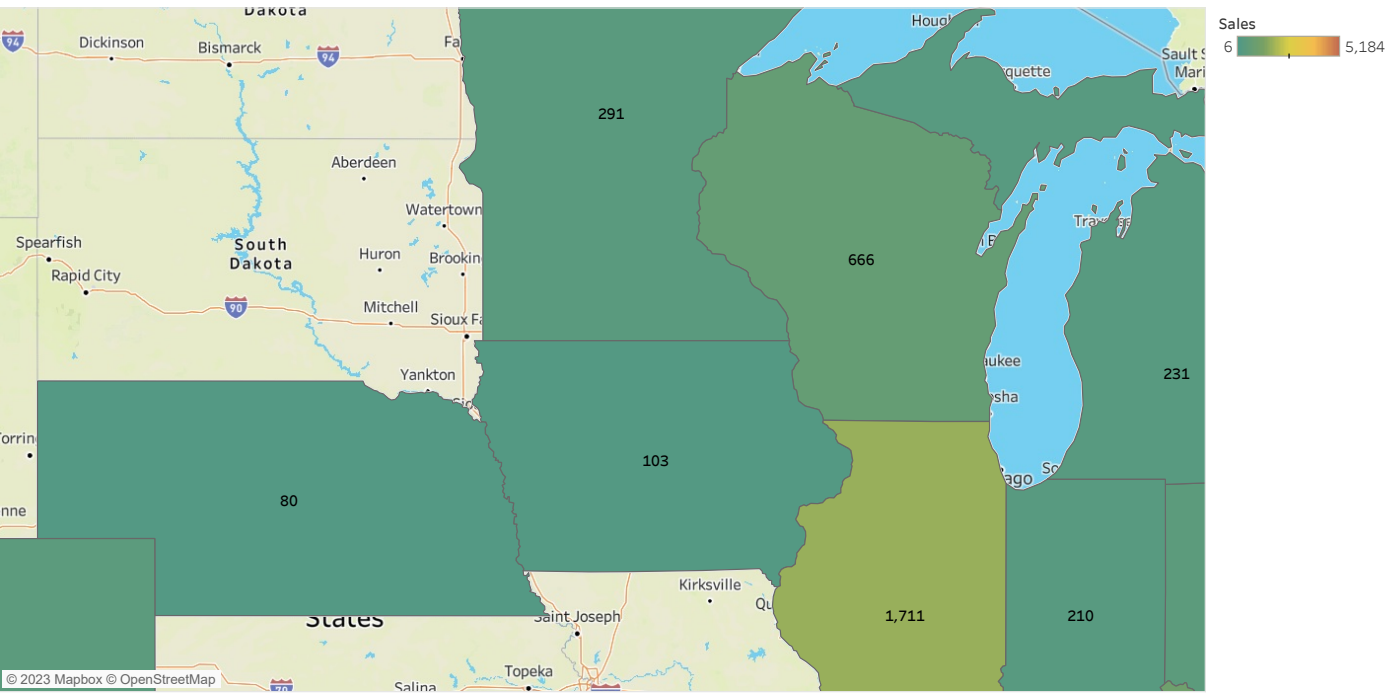
Tableau Public Dashboard Link:

[DA assignment 3 | Tableau Public](#)

Tableau Public Story Link:

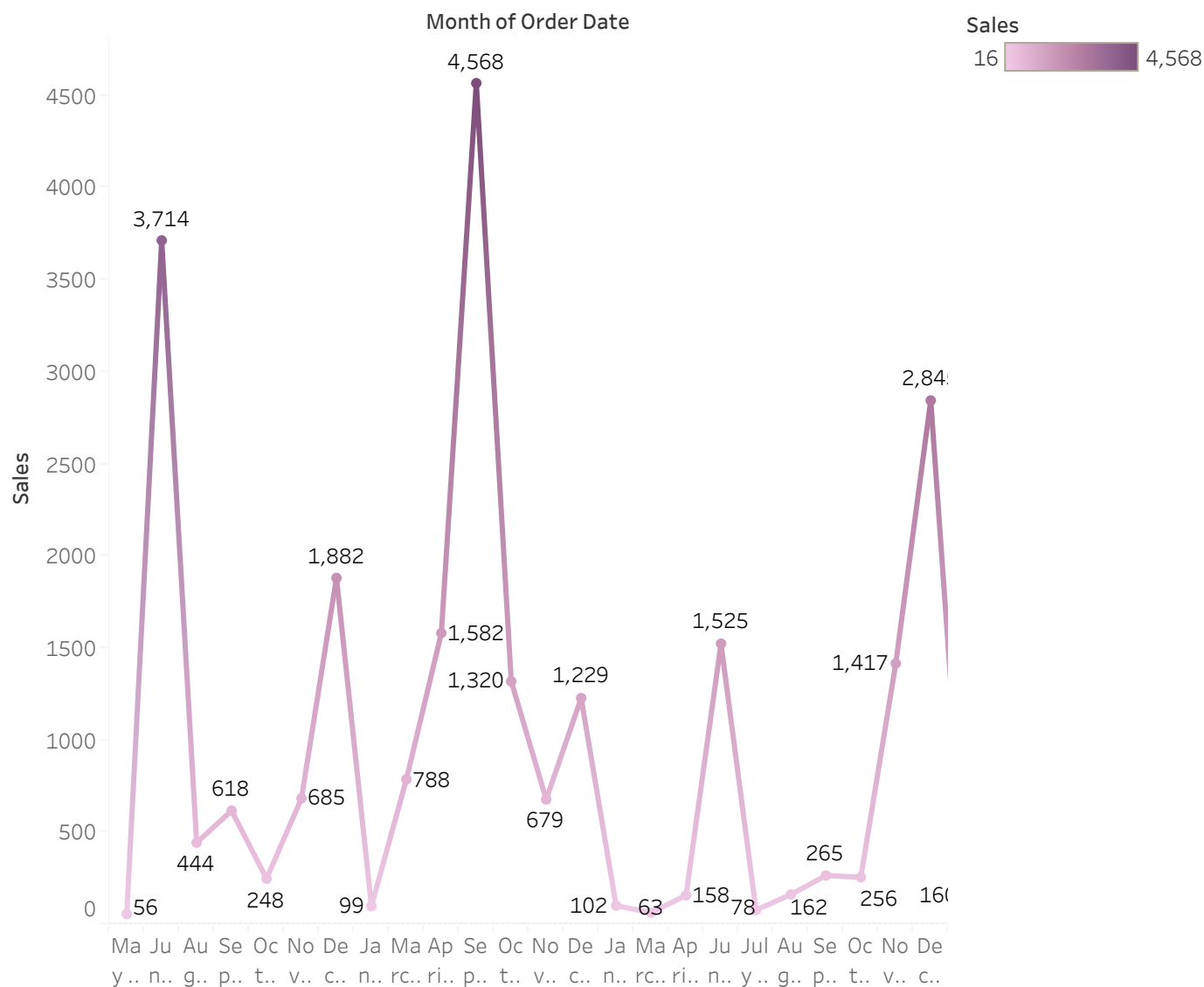
[DA assignment 3 \(Sales Decline\) | Tableau Public](#)

Sales per State



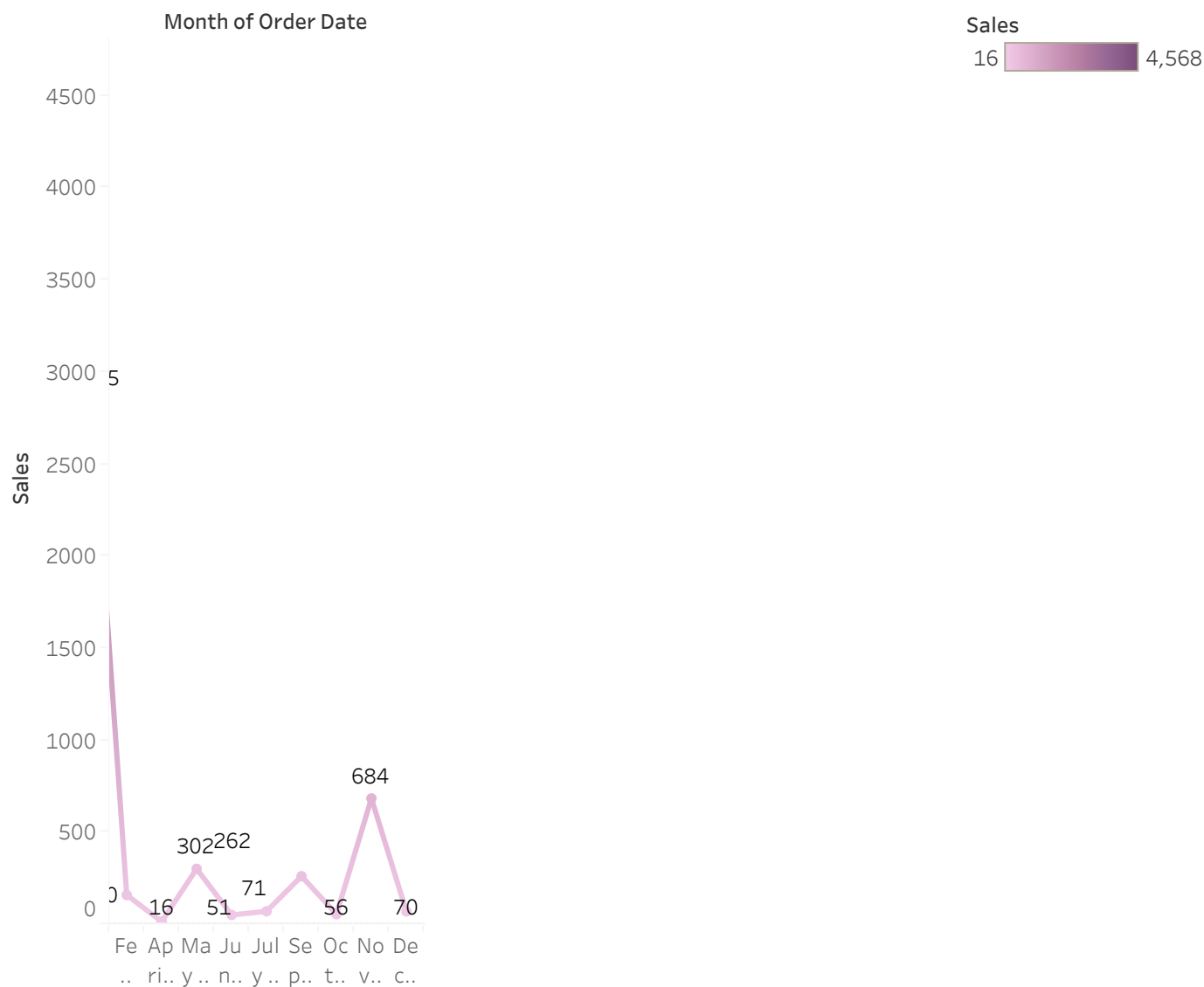
Map based on Longitude (generated) and Latitude (generated). Color shows sum of Sales. The marks are labeled by sum of Sales. Details are shown for State. The data is filtered on Action (Region), which keeps 4 members.

# Sales per Order Month



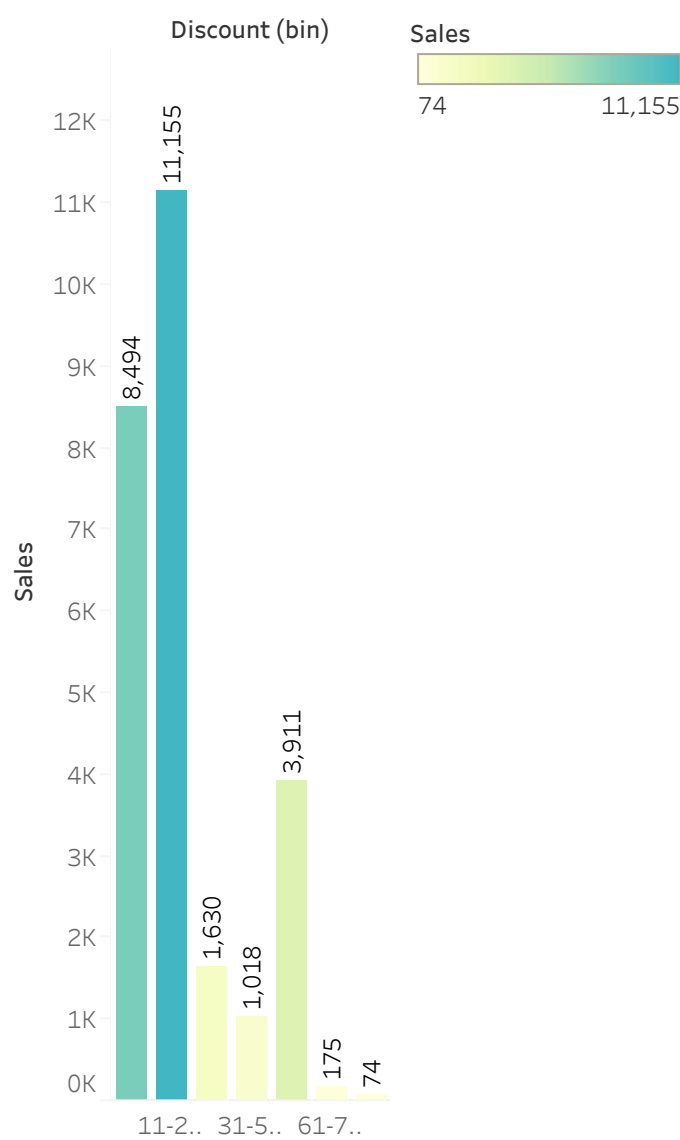
The trend of sum of Sales for Order Date Month. Color shows sum of Sales. The marks are labeled by sum of Sales. The data is filtered on Action (Region) and Action (State). The Action (Region) filter keeps 4 members. The Action (State) filter keeps 25 members.

# Sales per Order Month



The trend of sum of Sales for Order Date Month. Color shows sum of Sales. The marks are labeled by sum of Sales. The data is filtered on Action (Region) and Action (State). The Action (Region) filter keeps 4 members. The Action (State) filter keeps 25 members.

# Sales per Discount Range



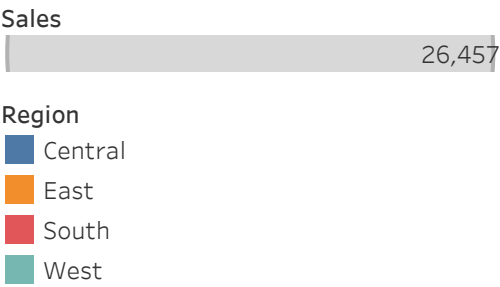
Sum of Sales for each Discount (bin). Color shows sum of Sales. The marks are labeled by sum of Sales. The data is filtered on Action (Region) and Action (State). The Action (Region) filter keeps 4 members. The Action (State) filter keeps 25 members.

Total  
Sales

**26,457**

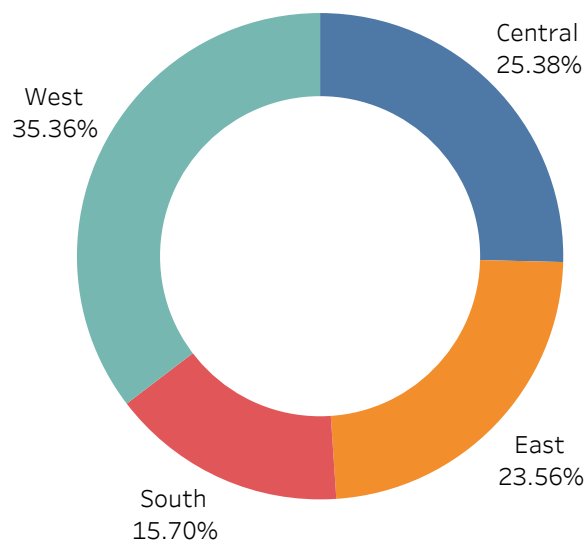
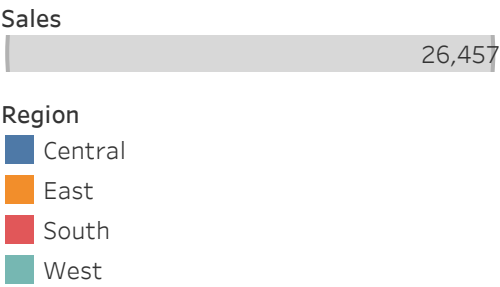
Sum of Sales.

# Sales Percentage per Region



Sum of Zero Axis and sum of Zero Axis. For pane Sum of Zero Axis: Color shows details about Region. Size shows sum of Sales. The marks are labeled by Region and % of Total Sales. The data is filtered on Action (State), which keeps 25 members.

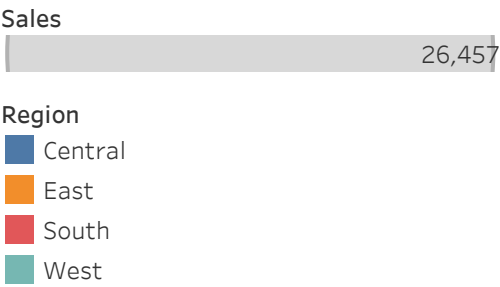
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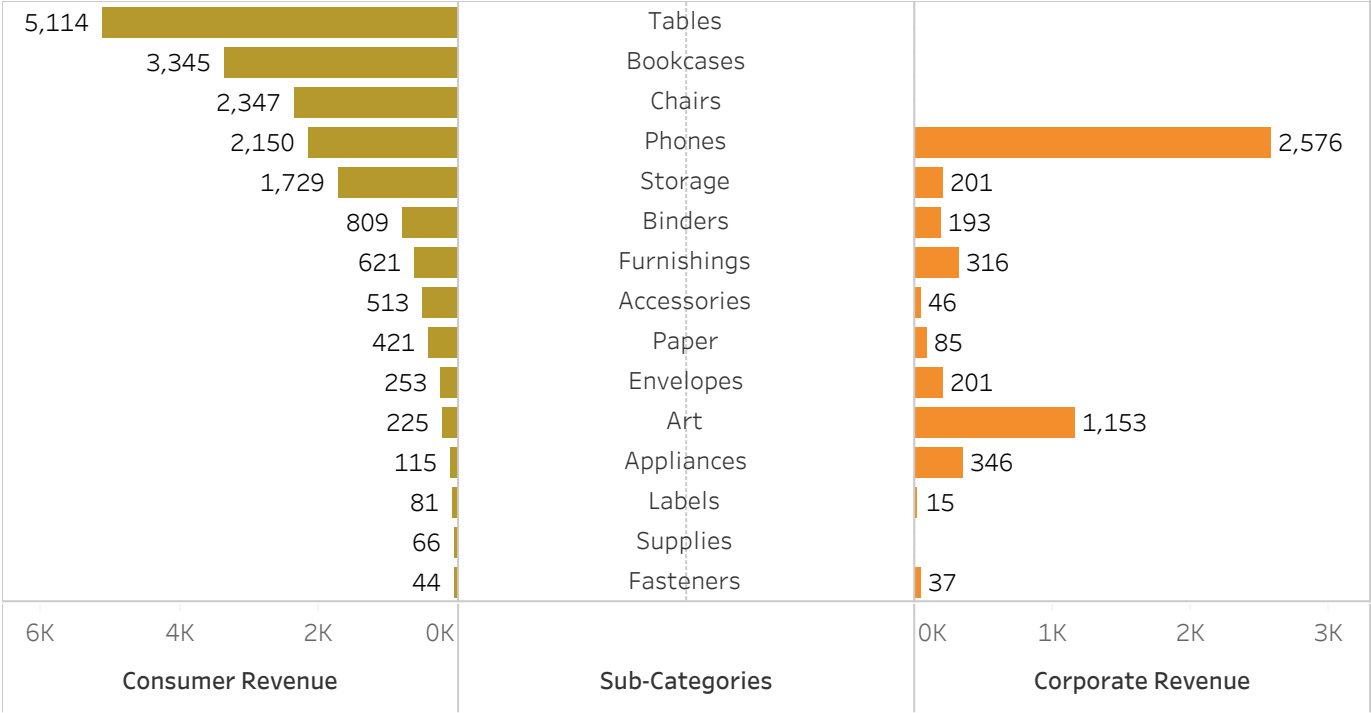


# Sales Percentage per Region



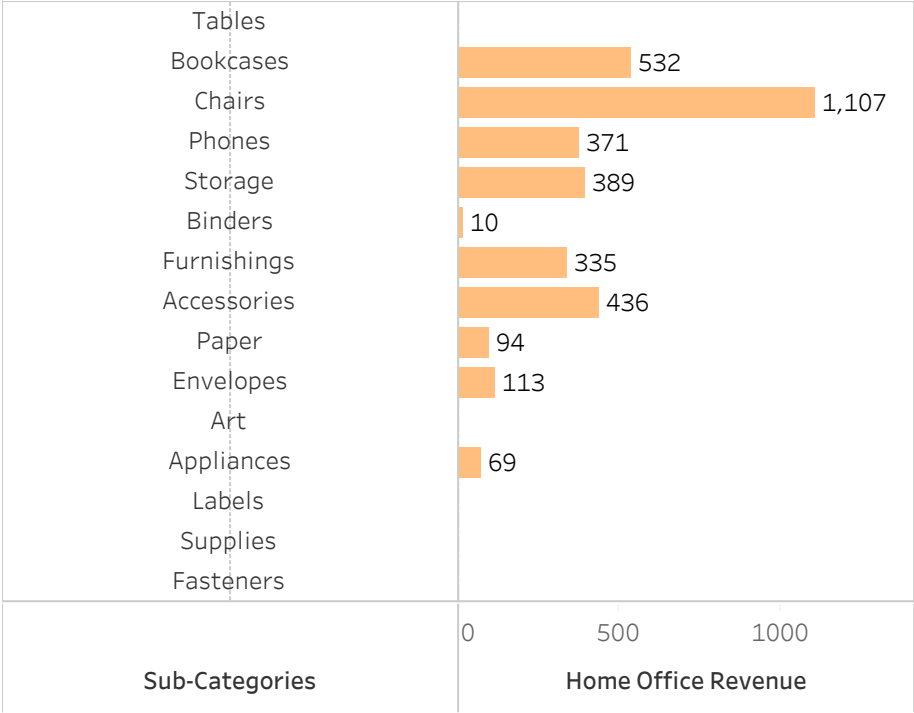
Sum of Zero Axis and sum of Zero Axis. For pane Sum of Zero Axis: Color shows details about Region. Size shows sum of Sales. The marks are labeled by Region and % of Total Sales. The data is filtered on Action (State), which keeps 25 members.

Sales per Sub-Category per Segment



Sum of Consumer Revenue, sum of Zero Axis, sum of Corporate Revenue, sum of Zero Axis and sum of Home Office Revenue for each Sub-Category. For pane Sum of Consumer Revenue: The marks are labeled by sum of Consumer Revenue. For pane Sum of Corporate Revenue: The marks are labeled by sum of Corporate Revenue. For pane Sum of Home Office Revenue: The marks are labeled by sum of Home Office Revenue. The data is filtered on Action (Region) and Action (State). The Action (Region) filter keeps 4 members. The Action (State) filter keeps 25 members.

# Sales per Sub-Category per Segment



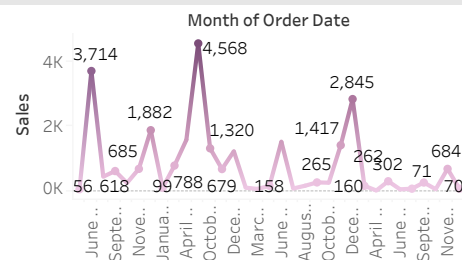
Sum of Consumer Revenue, sum of Zero Axis, sum of Corporate Revenue, sum of Zero Axis and sum of Home Office Revenue for each Sub-Category. For pane Sum of Consumer Revenue: The marks are labeled by sum of Consumer Revenue. For pane Sum of Corporate Revenue: The marks are labeled by sum of Corporate Revenue. For pane Sum of Home Office Revenue: The marks are labeled by sum of Home Office Revenue. The data is filtered on Action (Region) and Action (State). The Action (Region) filter keeps 4 members. The Action (State) filter keeps 25 members.

# Sales Analysis

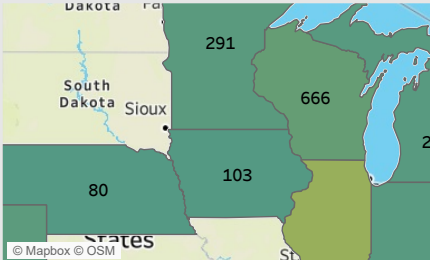
Select Sub-Category  
All

Total Sales  
26,457

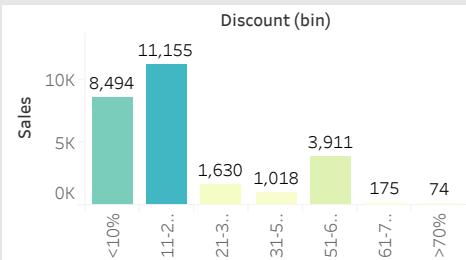
Sales per Order Month



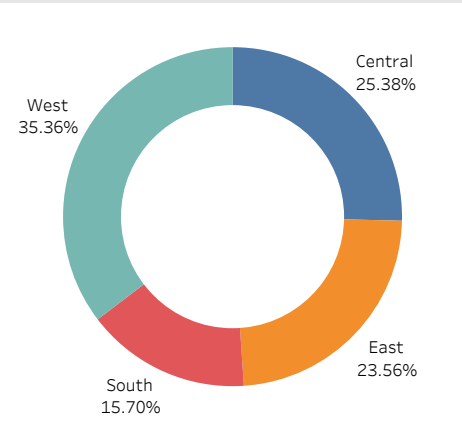
Sales per State



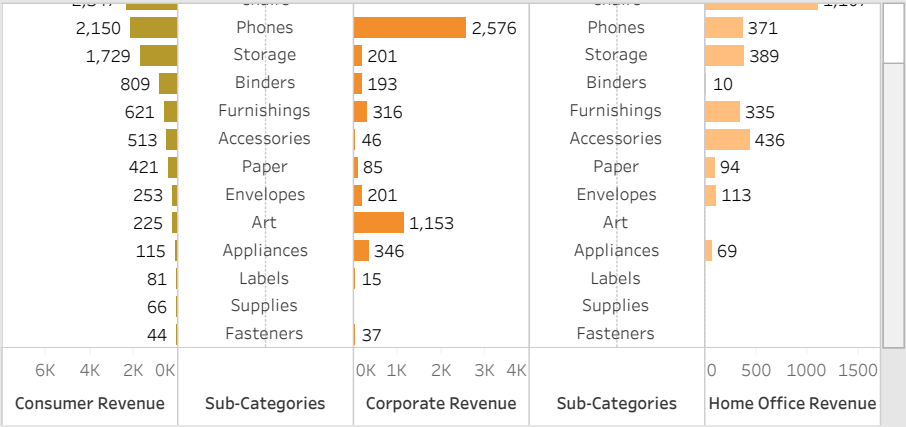
Sales per Discount Range



Sales Percentage per Region



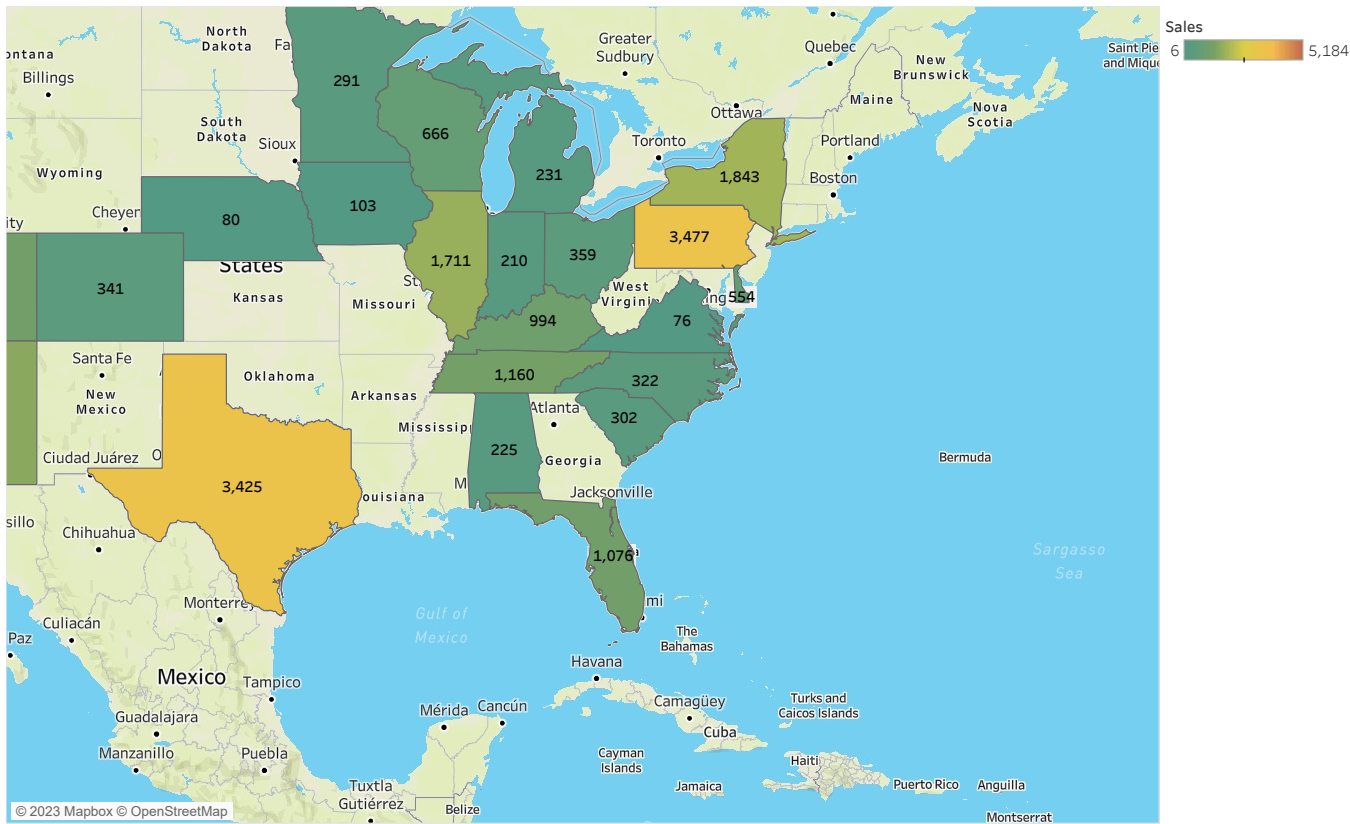
Sales per Sub-Category per Segment



Select sub-category enables to filter out any unwanted sub-category as a drop-down menu is portrayed through which the mentioned unwanted sub-category can be deselected. Other than that, each worksheet is selected as filter so that the data is curated with respect to the selected value of any worksheet.

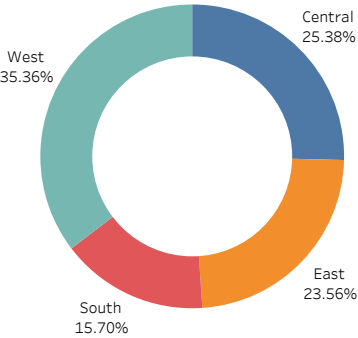
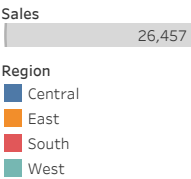
Sales Decline

Overall, sales over all states looks good. To figure out the reason of decline, let's analyse them by region.	South region performs poorly as compared to other regions.	In terms of comparison against last few years, a declining trend is observed.	Sales per Discount range suggests, incrementing discount is actually detrimental.	Furthermore, sales per segment reveals crucial individual sub-category sales data.	Sorting along the sub-categories and individual states reveals crucial reasons behind sales decline.
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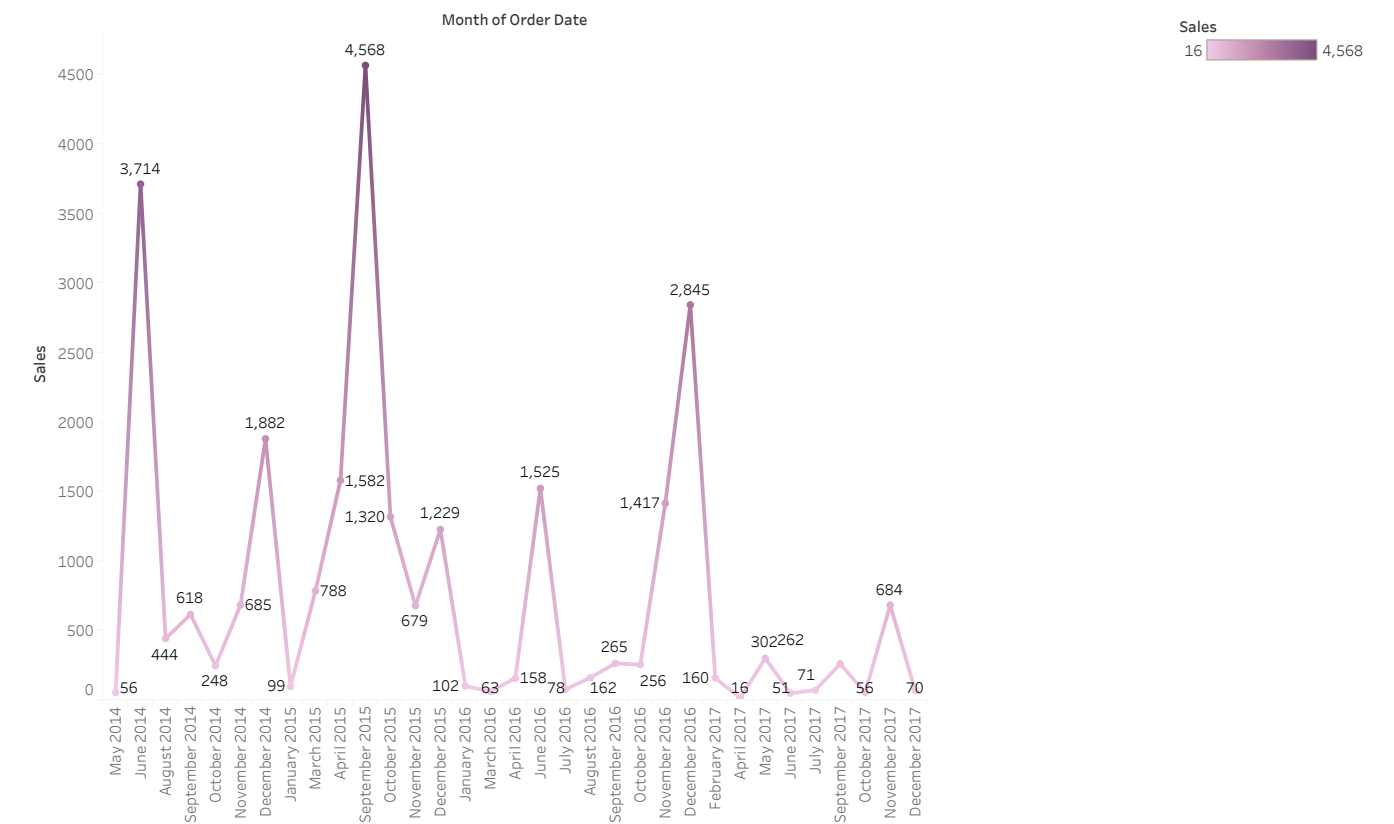
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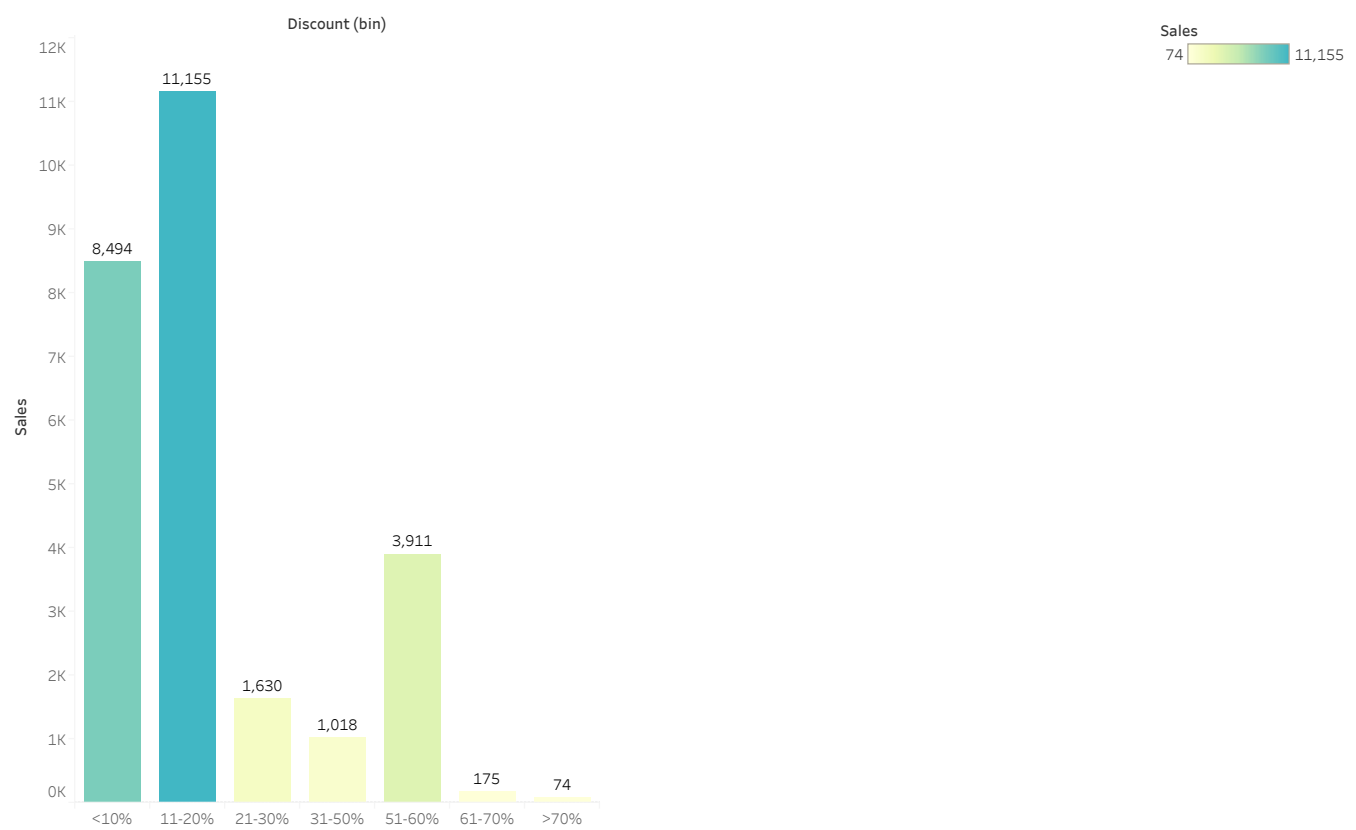
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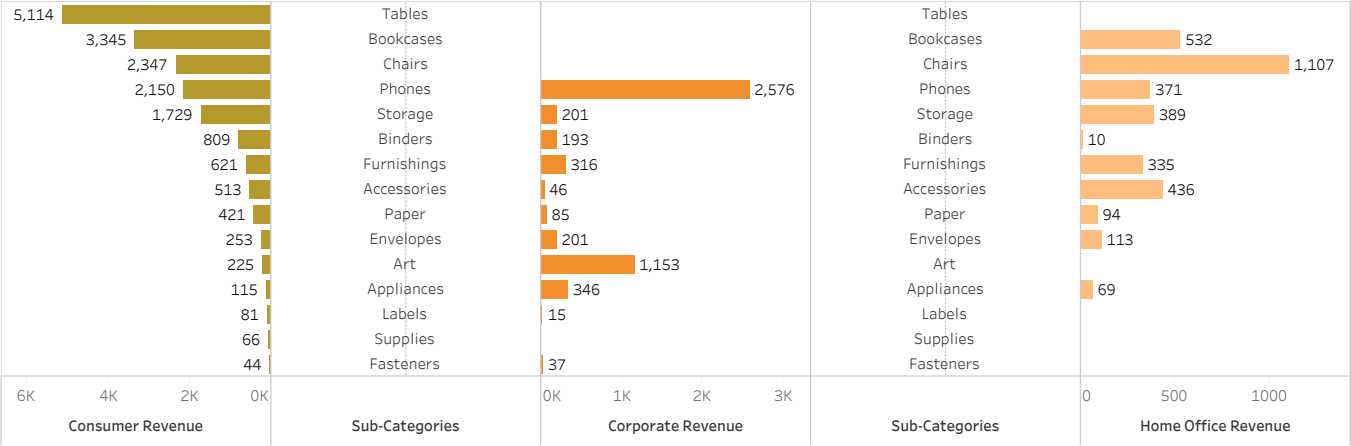
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In terms of comparison against last few years, a declining trend is observed.

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Furthermore, sales per sub-category per segment reveals crucial individual sub-category sales data.

Sorting along the sub-categories and individual states reveals crucial reasons behind sales decline.



Sales Decline

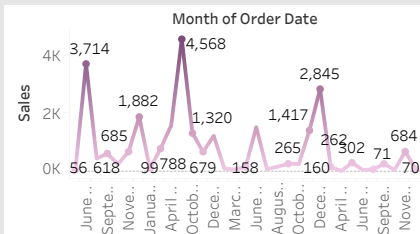
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Sales Analysis

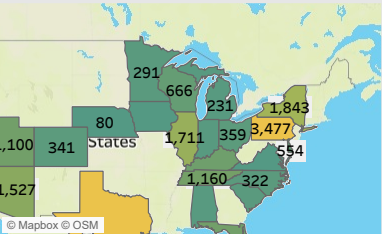
Select Sub-Category  
All

Total Sales  
26,457

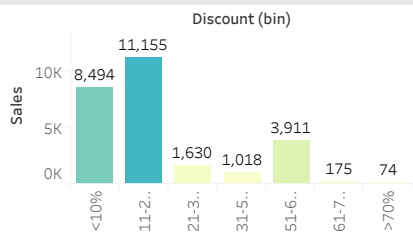
Sales per Order Month



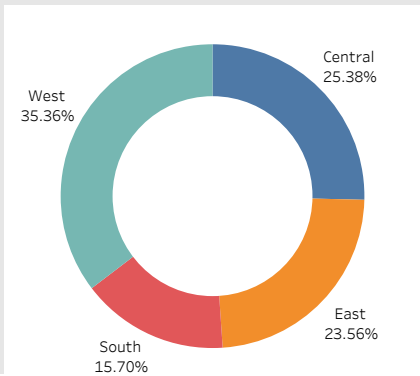
Sales per State



Sales per Discount Range



Sales Percentage per Region



Sales per Sub-Category per Segment

